The Growing Network of Juntos Avanzamos Credit Unions

Miriam De Dios,
Coopera CEO
Our Mission: To partner with people, businesses and communities for new economic opportunity

Our Founder: Warren Morrow sought to provide dignified financial services to Hispanics through credit unions

We help your credit union grow by reaching and serving the Hispanic community

We are owned by Affiliates Management Company, holding company of the Iowa Credit Union League

We are a CUNA exclusive strategic alliance partner
Why The Hispanic Market?

Largest, fastest-growing, youngest, one of the most financially untapped groups in the U.S.

- 5 million+ immigrants living in the U.S., many of whom are unbanked immigrants from Mexico and Central America.
- 1 in 5 U.S. Hispanic households don’t use traditional banking services and almost 30 percent are underbanked.
Serving The Hispanic Market Is Good Business

2014 CUNA Coopera ROI Study (86 CUs):

• Loan growth rate 8.62% - post period compared to 5.11% prior
• Average loan delinquency rate increased 2 basis points 1.50% to 1.52%
• Membership growth accelerated by 1.75 percentage points
• 14 basis point increase in average return on assets ratio 0.53% to 0.67%
A Path for Success

✓ Conduct a Readiness Assessment
✓ Develop a Strategic Growth Plan
✓ Make Operational Adaptations
✓ Build Partnerships and Do Outreach
1. Conduct Readiness Assessment

- Conduct an opportunity assessment of members and prospective members
- Measure your organizational culture
- Measure your operational readiness

- Do we have buy-in at all levels?
- Do we accept alternative forms of ID?
- Do we have bilingual capacity?
- Do we offer small dollar loans?
Coopera White Paper:

**Asking the Right Questions: How to Reach and Best Serve the Hispanic Market in Your Credit Union**
2. Develop a Strategic Growth Plan

- Identify target market(s)
- Identify relevant tactics and strategies based on readiness assessment
- Set timelines, success measures and accountabilities
- Create a task force
- Create a communication plan
- Build buy-in
3. Make Operational Adaptations

• **Personnel** – bilingual capacity
• **Products** – financial education, accounts, services, loans
• **Processes** – account opening, lending
• **Promotion/Marketing** – materials, communications, outreach, partnerships
4. Build Partnerships & Do Outreach

• Identify potential community partners
• Conduct due diligence
• Mobilize community outreach personnel
• Develop MOUs with relevant partners
• Organize outreach events
BEST PRACTICES
Customer Identification Program (CIP)

• Section 326 of USA Patriot Act
  • Verify member’s identity and maintain records of documentation
  • Monitor potential terrorist activity, not immigration status

• Board approved CIP policy outlining account opening procedures and acceptable forms of ID
CIP Requirements

At minimum the credit union must obtain the following information prior to opening or adding a signatory to an account:

- **Name**
- **Date of birth** (for individuals)
- **Residential or business street address**, APO or FPO or address of next of kin (individual) or principal place of business, local office or other physical location (corporation, partnership, etc.); and
- **Taxpayer identification number** (U.S. person) or passport number and country of issuance, alien identification card number, or other government issued document bearing a photo or similar safeguard (non-U.S. person)

*Source: NCUA Letter on Bank Secrecy Act (BSA)*
Have a Flexible CIP

• Align policy with procedures
• Accept non-U.S. government forms of ID such as the matricula consular, cedula, voter registration card & new forms of U.S ID’s for immigrants
• Provide training for compliance and frontline staff on alternative forms of ID
• Have bilingual capacity to read/verify non-U.S. forms of ID
• Partner with Mexican and Guatemalan consulates and establishing processes to verify ID
• Clearly communicate acceptable ID to membership
Matriculas, Cedulas, Voter ID Cards

Mexican Matricula Consular

DPI – Documento Personal de Identificación

Mexican Credencial Para Votar

Sources: Secretaria de Relaciones Exteriores Mexico, Republica de Guatemala RENAP, Instituto Nacional Electoral, Instituto Federal Electoral (IFE) Mexico

*Add new driver’s licenses & municipal ID’s for immigrants to CIP policy & procedures
Account Opening Vs. Lending

Account Opening

- Customer Identification Program (CIP)
- Alternatives Forms of ID – passport, matricula, etc
- Interest bearing accounts

Lending

- ITIN and SSN
- Income verification

Note: CU’s can provide no-TIN loans
JUNTOS AVANZAMOS CREDIT UNIONS
✓ Complete application, available at:
✓ Notification of approval sent
✓ If approved, organize designation celebration
✓ At designation celebration, JA proclamation is announced & flag is raised
✓ CU becomes part of network and is invited to exclusive events and opportunities
Coopera and Juntos Partnership

• Participation on Selection and Advisory Committee
• Promotion of designation benefits
• Assistance with development of member offerings and potential partnerships
• Partner for individual credit unions pre- and post-application process
Community 1st Credit Union

Credit Union Adds Three Fresh Perspectives in One New Board Member

Posted by EddyGonzalez on June 18, 2013

Community 1st Credit Union adds three more members and three new Board members to the credit union board.

The credit union also announces the addition of three new members to its board of directors, effective immediately.

Community 1st Credit Union is a not-for-profit financial cooperative that serves the community with a wide range of financial products and services, including checking, savings, auto loans, and home equity loans.

The credit union is committed to providing members with high-quality financial products and services, and the addition of these new board members will help to further strengthen the credit union's commitment to serving the community.

The new board members are:

- John Smith
- Jane Doe
- Richard Roe

Community 1st Credit Union is proud to have these new board members join the credit union and is excited about the future of the credit union and its ability to continue to serve the community.

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Travis Credit Union

LENDING | MARKETING | COMMUNITY SERVICE
Special Report: Hispanic Outreach

Culture Club: California CU Immerses Staff in Hispanics’ Language, Customs

Identifying with foreign-language speakers’ challenges improved outreach efforts.

Travis Credit Union and students honored by Solano Hispanic Chamber of Commerce

VACAVILLE, CA (March 18, 2016) — The Solano Hispanic Chamber of Commerce (SHCC) announced the 2016 recipients of this year’s Awards & Recognition Gala.

Each year, the SHCC recognizes local businesses for their commitment to the community and presents this prestigious recognition during the annual gala. This year, the Chamber opened voting to its membership, which provided an opportunity for members to voice their selections in a transparent process. Travis Credit Union was named 2016 Business of the Year for the second time in four years. Businesses selected demonstrate a tremendous impact on Solano County through their initiatives and resources to positively influence the Hispanic community.
RESOURCES
Coopera’s Hispanic Growth Services

- Assessments & analytics
- Consulting, coaching & strategic planning
- Hispanic consumer products
- Marketing services
- Training
Hispanic Growth Resources

- **White Papers**
- **Hispanic Outreach Insights Monthly E-newsletter**
- **Hispanic Outreach Connection LinkedIn Group (CCHOC)**
  [http://www.linkedin.com/groupInvitation?groupId=2148195&sharedKey=5F7335401508](http://www.linkedin.com/groupInvitation?groupId=2148195&sharedKey=5F7335401508)
- **Coopera Blog**
- **Coopera on Twitter**
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QUESTIONS?
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